



# Wisconsin Main Street News

## Some of Wisconsin's Best Retail Promotion Ideas

Want a way to help your downtown merchants through a tough financial time? Hold a retail promotion. These types of promotions are geared at making cash registers ring or driving traffic specifically to the businesses.

Retail promotions will become more crucial for downtown businesses as marketing dollars become tighter.

For some ideas check out these successful retail promotions from across the state.

- Women-focused promotions: These events have different names, from Ladies Night Out to Sister Grove Weekend to Kiss of Indulgence, but they all have the same idea; provide fun activities for women to do in their districts and get them into the stores.
- "Taste" Promotions – Several of our communities have this type of promotion that highlights the different "tastes" of their downtown restaurants with live music and other activities.
- Sheboygan Falls took the "Girls Night



*Taste of Chocolate—Rhineland*

Out" concept and made it into a Date Nite for couples. On a September evening, 33 businesses offered specials for nearly 300 visitors. Several special activities were also offered including carriage rides and sweetheart photos in the gazebo.

- Rhineland – Tour of Chocolate: Business owners offered a free taste of chocolate in their business.

- Beloit and Wausau – Art Walks: Both of these communities pair a downtown business with an artist who displays or demonstrates their craft.
- Pewaukee – Heart of Europe Tour: Sixteen merchants became European cities for the night. More than 200 women picked up goodie bags filled with promotional items from the merchants and a map of the "cities" they could visit.
- Tigerton – Cash Nights – They worked with their tavern league and other businesses to do a cash drawing in one of the participating businesses on Friday nights, the key was they had to be present to win.
- Lake Mills – Painted Ladies Mask.art.rade: They hold a silent auction in downtown businesses to raise funds for their façade grant program. Participants also get to see the latest façade rehabilitations done.
- Stevens Point— Celebrating business grand openings and anniversaries: On a Saturday, these businesses offered a punch card and people had to visit three of the stores listed to get a piece of chocolate from a downtown business.
- Darlington— Redbird Bucks: The Darlington Chamber Main/Street worked with 20 businesses to offer a discount card to residents.

For more ideas check out a webinar that Kathy La Plante with the National Main Street Center did that members can watch on its website. The Center's newsletter also has several ideas from across the country.

## Finding Solutions for Problem Real Estate

Got a white elephant building in your downtown district? If so, the next Wisconsin Main Street (WIMS) Executive Director Workshop might be for you. It will be held September 24-25, 2009 in Darlington, Wis.

The featured speaker will be Donovan Rypkema, principal of Place Economics, a Washington, D.C.-based real estate and economic development consulting firm. He will discuss what problem real estate is and how to deal with white elephant buildings and vacant properties with unreasonable price tags. He will also talk about ways of finding buyers and developers, as well as financing and developing plans for reuse that are market analysis-driven.

On the second day, J.D. Milburn, WIMS Small Business Specialist, will discuss ways to market vacant or underutilized buildings. Joe Lawniczak, WIMS Design Specialist, will discuss design issues related to this topic as well as ways to make vacant buildings presentable.

Donovan is the author of "The Econom-

ics of Historic Preservation" and many of the economic restructuring books that the National Main Street Center sells.

Also, he has been the featured speaker at several National Main Streets Conferences. He also developed the Community Initiated Development process that several of our communities have used to turn trouble properties into gems. Some of these projects include the Beloit Hilton, Sheboygan Falls Woolen Mills, just to name a few.

The Darlington Chamber/Main Street will be hosting the workshop. Plans include a tour of the Lafayette County Courthouse, where scenes of the movie, "Public Enemies", were filmed and a wine and cheese reception at the award winning condos and dental clinic.

This workshop is only open to Wisconsin Main Street Executive Directors and their volunteers. Registrations are due on September 11, 2009.

For more information, contact Joe Lawniczak at [joseph.lawniczak@wisconsin.gov](mailto:joseph.lawniczak@wisconsin.gov)

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## Darlington and Columbus celebrate “Public Enemies” Premieres

In the Spring of 2008, Columbus, Darlington and several other communities in Wisconsin were locations for the filming of the Michael Mann Movie, “Public Enemies.”

In Columbus the downtown was transformed back to a 1930’s “Main Street” to be one of the backdrops for the movie. The Lafayette County Courthouse in Darlington was used for the courtroom scenes.

When the movie was released in July, the Darlington and Columbus Main Street programs held their own premiere nights.

“Public Enemies” is based on the true story of FBI agent Melvin Purvis’s attempt to stop the crime wave of John Dillinger and his group. The movie stars Johnny Depp as Dillinger and Christian Bale as Purvis.

### Columbus

The Columbus Main Street Program presented the “Public Enemies” Premiere Night on Wednesday, July 1, 2009.

This special event allowed residents to celebrate “Public Enemies” and the fame it brought to the City of Columbus. Residents

purchased tickets that included an exclusive viewing of the 7:30 pm Public Enemies movie at Eastgate Marcus Movie Theaters in Madison, transportation to and from the theater in chartered Kobussen coach busses, and a post-movie reception with appetizers and beverages at the Columbus Senior Center. Several cars from the movie were parked outside the theater, and the movie-goers even walked the red carpet.

More than 240 tickets were sold for this event. The “Public Enemies” Premiere Night event served as a fundraiser for Columbus Main Street whose mission is keeping downtown the heart of the community. About 200 people attended the post movie party and had a great time! Many were dressed in 1930’s attire.

Columbus Main Street would like to thank the following sponsors for this event: Kobussen Bus Company, Culver’s of Columbus, Day One Pizza, Farmers and Merchants Union Bank, Nickels & Dimes Investment Group, and, Pizza Shak.

### Darlington

Not having a movie theatre of its own, the Darlington Chamber/Main Street held a private premiere showing of “Public Enemies” at the Millennium Theater in neighboring Main Street Community, Platteville.

A red carpet reception at the Take 2 Restaurant was held before the premiere for the people of the community. It was a sell-out crowd with radio stations and newspapers covering the event.

A costume contest was held for people depicting the era of the 1930’s. It was a great time, and everyone had fun portraying the John Dillinger era and people will be talking for many years to come about the day Hollywood came to town. Johnny Depp will be a local hero, and the fact that some of the residents got to meet him will never be forgotten.

Kim Bates, Columbus Main Street executive director, and Suzi Osterday, Darlington Chamber Main Street executive director wrote their community’s portions for this story.



*Above: Robbi Pietrowski and Nancy Osterhaus, both of Columbus dress, in 1930’s era clothes for the premiere of “Public Enemies” .*

*Top Right From Left: Melanie Ganta, Liz O’Donnell, Nancy Osterhaus, Wayne Osterhaus, Cathy Elling and Jorie Habenicht pose with one of the cars used in the movie at the Columbus Premiere party. (Photos provided by Columbus Main Street)*

*Bottom Right: From Left: Suzi Osterday, Darlington Chamber/Main Street Director; Dennis Murphy; Steve Roelli, Steve Fitzsimmons and Emily Guerin (Photo provided by Darlington Chamber/Main Street)*



## Main Street Tidbits: Things you should know

### International Downtown Association Comes to Milwaukee

The International Downtown Association (IDA) will hold its **55th Annual Conference** at Milwaukee's Midwest Airlines Center September 12-15.

The theme of the conference is The Urban Canvas: The Art of Downtown Development. For more information check out the website at <http://www.ida-downtown.org/eweb/docs/Milwaukee%20final%20brochure%207-13.pdf>

Wisconsin Main Street, in conjunction with Wisconsin Downtown Action Council and UW-Extension will have a booth at the International Marketplace and Global Village Exhibition on Sunday and Monday.

### Recapturing Your Downtown Conference

The **Recapturing Your Downtown Conference** will be held October 22 at the Jefferson Street Inn in Wausau. The keynote speaker will be Barbara Wold, international speaker, author and business strategist.

Breakout sessions will include working around downtown street construction, using social media to promote your downtown, financing downtown improvement projects, importance of downtown grocery stores, greening your community, public safety in your downtown and much more.

More information about the conference can be found at [www.uwsp.edu/conted/conferences/downtown](http://www.uwsp.edu/conted/conferences/downtown)

## Meet the newest executive director and saying good bye

Please welcome the following new executive director to the Wisconsin Main Street Program.

**Margaret "Peggy" Pitz** started as the interim executive director for the Two Rivers Main Street program on August 3. A native of Manitowoc, she also works at Holy Family Memorial Hospital as the Spirit of Women Team Chairperson and Community Coordinator. She retired from a 27-year

career with AT&T. She can be reached at [mainstreet@lakefield.net](mailto:mainstreet@lakefield.net)

Peggy replaces **Mike Zimmer** who took a position as the manager of The Camera Case, a U.S. Cellular retail store.

Also, leaving is **Renae Rogers** from the Osceola Chamber/Main Street. After three years, Renae has chosen to explore other opportunities.

## WISCONSIN



## MAIN STREET

Published three times a year to provide downtown revitalization strategies to Wisconsin communities.

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### Main Street Council Members

Jim O'Keefe, Madison  
Thomas Meiklejohn III, Fond du Lac  
Paul Knuth, Rhinelander  
Virginia Haske, Algoma  
Gerald White, Beloit  
Tim Anderson, Madison  
Darryl Johnson, Milwaukee  
Judith Wall, Prairie du Chien  
Dawn Rog, Rhinelander  
Dick Best, Menomonie  
John Gardner, Stevens Point  
Shawn Graff, Slinger  
Lisa Kuss, Clintonville  
Joe De Rose, Madison  
Michael Iwinski, Green Bay

commerce.wi.gov



## Check out this book!

The Wisconsin Main Street library contains more than 300 books, manuals, workbooks, and PowerPoints on various downtown topics. Any director or volunteer in a Wisconsin Main Street Community may check out an item for a three-week period. For more information, call Don Barnum at 608-266-7531 or email him at [Donald.barnum@wisconsin.gov](mailto:Donald.barnum@wisconsin.gov).

Seven Wisconsin Main Street Communities are highlighted in the book from the National Trust Main Street Center entitled, *Revitalizing Main Street: A practitioner's guide to comprehensive commercial district revitalization*.

Communities featured are Chippewa Falls, Fond du Lac, On Broadway – Green Bay, Platteville, Ripon, Sheboygan Falls and West Bend.

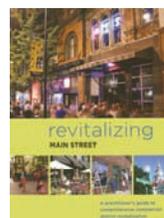
Also, three chapters in the design section of the book were written by Wisconsin Main Street Design Specialist Joe Lawniczak. Former Wisconsin Main Street Staffer Todd Barman contributed a case study for the book. Both of them served on the Review Committee.

The Review Committee was made up of National Trust for Historic Preservation staff members, state coordinating program staff and local program executive directors, and each helped with content review for this publication.

*Revitalizing Main Street* offers case studies, examples from other Main Street programs, resources and in-depth explanations of the Four Point Approach™. Several chapters also discuss emerging issues and opportunities for Main Street communities, such as heritage tourism, small business assistance and crime and safety.

To offer Main Street programs even more information, there are several online-only documents that supplement the book. They are available to everyone for free from [www.mainstreet.org](http://www.mainstreet.org)

You can borrow the book from the Wisconsin Main Street Library or it may be purchased from the National Main Street Center at <http://www.preservationbooks.org/Bookstore.asp?Item=1361>. Members of the Center get a 25 percent discount.



## Wisconsin Main Street Directors

### Algoma 2000

Michael Glime  
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### Beloit 1988

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### Chippewa Falls 1989

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### Columbus 1992

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### Darlington 1996

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### De Pere 1990

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### Eagle River 1999

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### Fond du Lac 2004

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### Lake Mills 2006

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### On Broadway (Green Bay) 1995

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### Lincoln Village (Milwaukee) 2001

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### Pewaukee 1996

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### Platteville 1999

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### Rhineland 2006

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### Rice Lake 1991

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### Sheboygan Falls 1988

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### Stevens Point 2004

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### Sturgeon Bay 1994

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### Tigerton 1993

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### Two Rivers 1996

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### Viroqua 1989

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### Watertown 2000

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### West Bend 1999

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### Whitewater 2006

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## Upcoming Wisconsin Main Street Dates

### September 10

Monthly reports due

### September 12-15

IDA Conference  
Milwaukee

### September 15-17

Resource Team  
Port Washington

### September 17

Webinar on Using  
Technology to Promote  
Downtown

### September 23-25

Executive Director Workshop  
Darlington

### October 7-8

Refresher Training  
Wausau

### October 10

Monthly reports due

### October 12

Columbus Day  
State Offices Closed

### October 15

Webinar on Green and  
Sustainable Downtowns

### October 22

Recapturing Your Downtown  
Conference  
Wausau

### November 10

Monthly reports due

### November 10

Refresher Training  
Whitewater

### November 19

Webinar on Working with Big  
Box Retailers

### November 27

State Offices Closed

### December 10

Monthly reports due

### December 17

Webinar on Tourism and  
Downtown Development

### January 25-28

Resource Team  
Tomahawk

### February 10

Refresher Training  
Watertown

### February 22-25

Resource Team  
Manitowoc

### March 10-12

Executive Director Workshop  
Lake Mills

### April 23

Main Street Awards  
TBA

### May 2-5

National Main Streets  
Conference  
Oklahoma City, OK

### June 9-11

Executive Director Workshop  
Tomahawk

### October 4-6

Executive Director Workshop  
Monroe

*Items listed on this calendar are subject to change. Please contact the Wisconsin Main Street office at 608-267-3855 for more information.*

